# U. S. FOR MONEY TO HELP PERU

'Ambassador to Washington Outlines Situation for American Investors.

NO AID FROM OLD WORLD

Natural Resources Tremenddous and Only Await Development.

By SR. DN. FRANCISCO TUDELA Y VARELA.

mbassador Extraordinary and potentiary from Peru to the United States.

Specially written for the South American Department of THE SUN. From an economic point of view it must not be forgotten that reconstrucmust not be forgotten that reconstruc-tion in Europe will probably absorb simply looking at the map of the world. most of the forces of the Old World. and therefore the assistance which, in

This friendliness toward America is receptive.

not confined to business alone, but extends to the political field as well, for Advernot only at this present time, but in the past, has this traditional friendship ex-isted without a break.

## MANY CITIES PLAN BETTER SANITATION

Bonds Issued for Water and Sewerage Systems in Several Centres.

Many sources tell of the sanitary improvements, projected, under way or completed which are being undertaken by the important cities of South America. Rond issues for the construction of generage systems are frequently reported. Water systems are being improved and their service extended, General tendencies such as this, according to A. H. Baldwin, assistant manager of the foreign trade bareau of the Guaranty Trust Company of New York, are in themselves an invitation for American manufacturers of certain lines to guively the field and prepare an intensive cuitivation of it.

"When we read," said Mr. Baldwin, perspicacity to see that electric vacuum Many sources tell of the sanitary im-

which americans excel more than in journals, means a demand for furniture any other it is the manufacture of saniand fittings. The building of rounds tary appliances, as bathtubs, basins and means automobiles. articles. Herein lies an oppor-

## Bathrooms Make a Hit.

varced countries of Europe cannot com-pare with us in this regard. Bathtubs, as we know them, are still a luxury in and depends on the state of culture of

## ENVOY LOOKS TO PALM TREES ARE SOURCE OF OIL SUPPLY IN BRAZIL

Consul-General J. C. Alves de Lima Tells of Opportunity for American Capital to Raise Them for Their Commercial Value.

town Department of THE SUN. A bond of union between the United States of America and the United States of Brazil, my earnest wish for almost four years, prompts me to bring before the American people another product just as important in the future as coffee, meat and its byproducts and rubber. It is an article still dormant, com-pletely neglected, so much so that my own countrymen have not yet realized its wonderful possibilities. I mean the vegetable oils from palm

I mean the vegetable oils from palm trees, growing without any special care along our extensive coast, about 2,600 miles long, and even inland, from 4 degrees above the equator to 23 degrees below. Of course palm trees grow in all tropical zones but trees grow in below. Of course paim trees grow in all tropical zones, but none of them are so accessible to the chief markets of Europe and the United States as those

2,000,000 Trees Along Coast.

Brazil possesses, so far, not more than 2,000,000 cocoanut trees on a stretch of coast line nearly 1,000 miles

## Advertising Drive Needed.

"But the actual desirability and feasibility of our wares will have to be definitely demonstrated before a demand can be created. A bathtub or a sink requires running water and plumbing. The family which has not yet achieved those conveniences cannot be expected to buy bathtubs. In other words, a broad advertising campaign is indicated. "Half a dozen manufacturers of associated lines plumbers, supplies, terraclated lines, plumbers' supplies, terra-cotta pipe, windmills, enamelled ware, cotta pipe, windmills, enamelled ware, iron and lead pipe, might, for instance, form an export association and finance a joint campaign of advertising and selling, explaining their wares, their comfort, convenience, their ultimate ne-cessity, their comparative cheapness and all other points which might be of interest to the buyer. In some places it might pay to have an exhibit. Such a campaign if properly carried out by a

cuitivation of it.
"When we read," said Mr. Baldwin, sthat the city of La Paz, in Bolivia, for instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum schaffer instance, it does not take a too great perspicacity to see that electric vacuum sc nodern sewerage system we know fitted must appeal to the new commuthat, the people of that community are nity which is being afforded an opporawake to the need of modern sanisation. tunity to use them. The erection of if there is one field of manufacture in hotels, so frequently chronicled in our

## How Publicity Will Help.

'Indeed, the sale of our manufactures "Foreigners who visit us, and particu-larly South Americans, comment more three and civilization that our customers sely upon our excellent bathrooms and | have reached that one might almost say Is vatories than upon any other one fea-ture of our material life. Our leadership chief concern and that we should seek in such things is admitted. The most ad-to encourage it by advertising, publicity

SOUTH AMERICAN SECTION

Commercial news of vital interest to every American business man, news that opens his eyes to fresh opportunities, that discloses new markets, and generally keeps him in touch with the industrial needs of our sister

An opportunity for the American exporter and importer to exercise practical constructive cooperation which will inevitably prove of permanent and ever increasing benefit to our community and to our country.

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A valuable ally for manufacturers and business houses anxious to obtain a firmer footing in the rich South

By J. C. ALVES DE LIMA,
Brazil Consul-General and Inspector of
Brazilian Consulates in Central American, North America and Asia.

Americans use only as yet 1½ pounds per cent. England 18 pounds per cent. and Scandinavia 40 pounds per cent. The five is used for brushes, twine, mats, mattresses and the dust increas-Specially Written for the South Amer- ingly for insulating material in re-

### Conts. \$1 to Raise a Tree.

It costs \$1 to raise a cocoanut tree to It costs \$1 to raise a cocoanut free to maturity (seven years), including all charges for land, labor, upkeep, management, charges, &c. One acre holds fifty-five trees. The trees bear full crops for seventy years. Native trees yield about fifty nuts per annum, the best plantations 250 nuts per tree, a fact which I have observed many times in the city of Bahia on my travels to this country from Brazil.

Reserved addresses may be obtained from the Bureau of Foreign and Domestic Commerce, Washington, D. C. Request for each opportunity should be on a separate sheet and state opportunity number. The bureau does not furnish credit ratings or assume responsibility as to the stan fire of foreign inquirers; the usual preclutions should be taken in all cases. Symbols: Reported by commercial attaches and trade commissioners. IDirect inquires received by bureau.

In considering the following "opportunities" special regard should be given to the laws and requiring the following incomercial stacks and income some special constitutions of the same of the same in Brazil for the sale of dry goods, drugs, ois and hardware. Correspondence may be in English. References, Sawmill Machinery—15913.t—A man in Venstuels wishes to purchase sawmil machinery and requests that calalogues and prices be submitted. Payment will be made in cash.

made in cash.

Hardware -18917 A may from Colum-Lia, who expects soon to visit this country desires to purchase and secure an agency for the sale of dry goods, shoes, metra, ni-women's furnishings and hardware. Cor-tespondence should be in Spanish. Ref-erances.

Artificial Flowers and Materials 28931.1

## South American Exch'ge

(Furnished by the National City Bank of New York.) Cables, Demand. Argentina (gold)....109.50 Argentina (currency) 44 25 Bruzil (milrels).... 25.65

BVERY

# Latin American Export Section

## What Are Your Production Problems?

MANUFACTURERS, ESPECIALLY IN THE IN-DUSTRIAL FIELD, are constantly meeting recurring problems affecting production and distribution with which they are powerless to cope.



Their problems may be due to one of many reasons which, not possessing facilities for analysis, or the special knowledge necessary for such work, continue to eat into their profits or cause them to

Stop waiting and hoping for something to turn up that will solve your problems. Put S. A. S. Management time in through with probably absert simulated for the forces of the ADW With the state of capital, was formerly find the state of capital th in your plant and let us solve them now. Whatever the cause, whether in organization, methods of manufacture, sales or distribution, our experts can find the

Artificial Flewers and Materials—2893:1 A man instale desires to purchase and secure an exclusive agency for the sale of porcelain and metal flowers and foliage, and artificial flowers and white foliage to cover the wire of the leaves dies for making the foliage, apparatus for printing filed letters on ribbons for funeral wreaths. Samples of the flowers and materials, cratelogues of the flowers and materials, cratelogues of the machinery and qualations, seth discounts, on these goods are requested. Before the performance, but the foliage to cover the performance to the propose of securing an additional property of the flowers and materials, cratelogues of the machinery and qualations, seth discounts, on these goods are requested. Before the performance, but the foliage to cover the paragraph of the United States for the purpose of securing an agency for the sale of supplies for stores and ranches, such as groceries, canned goods, dry goods, dr. References, canned goods, dry goods, dry goods, dr. References, canned goods, dry goo

Friday evening prior to stilling for Porto Rico on the Coamo on Saturday as the guests of the Porto Rican Government. The Representatives will make an ex-tended tour of the island and will study business and political conditions. Felix Cordova Davila, U. S. Represen-tative in Congress from Porto Rico, is director-general of the tour, and he sailed with the lawmakers. In the party were Mr. and Mrs. Claude Kitchin. Jo-seph Cannon, Mr. and Mrs. George M. Young and Miss Katherine Young, Mr. and Mrs. Horace M. Towner and Miss Constance Towner, Mr. and Mrs. Finis J. Garrett, Mr. and Mrs. Leonidas C. liver, Mr. and Mrs. J. Hampton Moore, Mr. and Mrs. William A. Rodenberg and Master Robert A. Rodenberg, Mc. and Mrs. Charles R. Crisp, Mr. and Mrs. James W. Aswell, Miss Corinne and Mas-ter James Aswell and Miss Cathorine Padgett, Mr. and Mrs. Edward W. Saunders Mr. and Mrs. S. O. Biand, Frederick H. Dominick, Joseph J. Mansfield and Miss Macgaret Mansfield, Mr. and Mrs. Edmund Platt, Edwin Y. Webb, Philip P Campbell and Miss Elizabeth Campbell.
Mr. and Mrs. Frederick N. Zihlman. Mr. and Mrs. Louis W. Fairfield, Mrs. Thomas P. Gore, Felix Cordova Davi's and V. Pinchot Diag.

Many members of the commission ex-

# Congratulates 'The Sun'

EMBASSY OF PERU WASHINGTON, D. C. April 9, 1919. South American Department.

THE SCN. New York City:

As the diplomatic representative of Peru in the United States, I wish to congratulate THE SUN very sincerely for its timely decision to devote an important part of its pages to matters relating to South America. The knowledge which the people of the United States will thus acquire respecting South American republica specting South American republics cannot be more opportune nor of greater interest, owing to the un-doubted find mutual advantage which this knowledge is bound to bring in its train, especially under the present conditions, when, due to the end of the war, a different foot-ing with regard to the relations be-tween peoples is necessarily being es-tablished, not only from a political tablished, not only from a political standpoint, but also from an eco

nomical point of view. Francisco Tudila y Varita Peruvian Ambassador,

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### ARGENTINE SENATE **BALKS ALLIED LOAN** Sees Little Chance for \$200,-

BURNOS AYRES, April 13.-President

000,000 Measure to Pass.

int always very appropriate to the feel may the leave an American the lelleve an American the leave at the le

ELECTION IN BRAZIL TO-DAY. Dr. Pesson, Envoy to Paris, Seeks Presidency.

Rio de Janemo, April 12 (delayed).— There is intense interest in the election which will be held to-morrow to choose President for Brazil in succession to the late President Rodrigues Alves, who died in January. The candidates are Dr. Epitacio Pessoa, Brazilian Minister Dr. Epitacio Pessoa, Brazilian Minister at Paris and a member of the Brizilian delegation to the Peace Conference, and Dr. Ruy Harbosa, long prominent in Brazilian governmental affairs and re-cently Ambassador to Argentina Dr. Barbosa has been conducting a campaign which has been marked by considerable bitterness. The definite result will probably not be known for sev-

Hurnos Ayres, April 12 (delayed).— News despatches from Rio de Janeiro dealing with the approaching Presi-dential election declare that the sup-porters of Dr. Ruy Barbosa have no expectation of electing their candidate, believing, indeed, that he will not receive more than one-third as many vot as Dr. Pesson. The latter has the sup-port of the party which elected Senhor Alves to the Presidency.

COLOMBIA GETS \$1,000,000.

Obtains Credit Here to Improve Port of Buenaventura.

For the purpose of constructing wharves and water terminals at the Colombian port of Buenaventura a crefft of \$1,00,000 has been obtained by the Colombian Government here through C. Amstuck & Co., it has been announced here. The credit is said to be the first of a series of financial transactions conimplaced by the Government for the evelopment of public works in Colombia with American assistance.

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